

Club Governance

The key to a successful club is the sum of the Committed Board of Directors and the Committed Members

Club Composition

In line with IE values, all IE clubs should adhere to and respect the IE Ethics Code. This involves ensuring a diverse representation within the clubs, including the Board of Directors, its members and guests at events.

Board of Directors Roles and Responsibilities

IE Alumni Clubs must have at least 2 members and/or a maximum of 5 members on the Board of Directors, clearly outlining the responsibility of each role to accomplish the objectives of the club.

The roles President and Vice-President are mandatory positions within the club's Board of Directors and the rest are merely suggestions (IE alumni clubs should adopt the most convenient leadership roles that best represent the individual characteristics of each club). Some of the responsibilities of the Board of Directors are described below:

- **Leadership:** The Board of Directors should strive to build an event's calendar that matches the interests of different segments of the Alumni Community and pro-actively ask members to contribute time as volunteers to help plan these activities. The Board of Directors should count on the support of Global Alumni Relations to launch a survey to the local alumni community and obtain stats to better understand the alumni demographics.
- **Training:** Global Alumni Relations can coach the Board of Directors on how to build a strong and active club membership base, drawing from their experiences facilitating relationships with our extensive network of global clubs. To request training information contact alumni@ie.edu
- **Building a Strong Volunteer Base:** We recommend that the Board of Directors think of specific ways to involve club members as volunteers in organizing club activities based on interests, contacts, know-how etc. See annexes on specific examples of how alumni can volunteer their time to support the Board of Directors.
- **Planning:** In order to build momentum and create an engaged community, it's important to plan ahead and inform members of an event timeline. To help accomplish this, Global Alumni Relations requests that each club submit an event's proposal twice per year (every 6 months). Proposals should be submitted September and January of each year.
- **Networking:** IE Clubs should welcome IE alumni living in their area no matter which program or school are they from and alumni visiting for work or pleasure.

- **Communication:** Global Alumni Relations has a designated person to liaise with the Board of Directors and support their initiatives as a facilitator. It's important to keep a fluid communication with the corresponding IE Global Alumni relations contact person:
 - **Maria Quesada (Europe and APAC)** maria.guesada@ie.edu
 - **Javier Álvarez (Spain, Latin America, other Clubs)** javier.alvarez@ie.edu
 - **Noelia Revilla (US)** Noelia.revilla@ie.edu
- **Reporting:** We encourage clubs to compile an annual report of their activities, events, demographics...etc. and submit to global Alumni Relations in order to recognize the contributions of these alumni to our community and share best practices with other clubs in the network.

Individually, each member of the Board of Directors must:

- Represent IE as an IE Ambassador
- Liaise with local Alumni as the key contact person for, both members and non-members of the club.
- Stay up to date on IE news activities through regular communication with the Global Alumni Relations team and the corresponding IE international office to identify collaborations and synergies.
- Upon request, support the international offices with recruitment events and sharing experiences with potential candidates through identifying volunteers within the alumni network that enjoy interacting with potential candidates.
- Help to plan and promote IE events leveraging their own networks when needed.

Mandatory Positions on the Board

President

- Leads the club in achieving the goals and expectations set-forth
- Builds a cohesive team amongst the board members and members of the club
- Assembles regular board meetings and encourages accountability.
- Completes Annual Report of activities held
- Take pulse of community through surveys, regular contact with members to ensure club goals align with community of alumni.
- Maintains regular contact with Global Alumni Relations by keeping them up to date on club activities and progress.
- Encourages alumni (recent grads and unengaged alumni) to join the club to grow participation through annual membership drives.

Vice-President

- Assists the President with leading and coordinating board meetings
- Follows up with individual board members and the club's membership base
- Provides leadership and coordination for specific events
- Fills in for the President when s/he is unable to attend events
- Support President in defining ways for the club members to support in the delivery of a calendar of activities through defining specific volunteer roles

Recommended Positions on the Board

Events Coordinator

- Establishes goals for the number and type of events that the club would like to host
- Recruits and acts as a liaison for volunteers in planning events and activities

Communication Coordinator

- Devises plan to create awareness around club activities and increase participation through communication.
- Promote the use of the Club's Platform as main communication channel between Board of Directors and club members.
- Manage Social Media Groups of the Club.

Sponsorship Coordinator

- Searching for sponsors and financing to support event calendar.
- Identify Club Members that can help to connect with potential sponsors.

Web Coordinator

- Responsible for creating the Club Landing Page within the Club's Platform and maintaining the club information up to date.
- Liaise with Communication Coordinator to obtain information, draft texts and edit material for website.
- Works closely with the President to ensure that the club landing page reflects the values and interests of the Club.
- Build expertise in how to leverage the functionalities (Forums, Communications, etc.) of the Club Platform to support club initiatives.



General Members and the important role of the Volunteer

As mentioned, the overall success of a club depends on the level of commitment from its Board of Directors and its members. In order to ensure a strong membership base, it's important for the Board of Directors to educate members around how to actively get involved through the definition of different volunteer roles within the club. This is the best way to share responsibilities and create engagement across the members.

More information:

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Find us at:

- Web: www.ie.edu/alumni
- Blog: ideas.ie.edu
- Email: alumni@ie.edu
- Facebook Page: www.facebook.com/IEAlumni
- Twitter Account: <http://twitter.com/IEAlumni>
- LinkedIn Group: IE Alumni – Official Group